



Sur Coffee Launches Limited Ethiopian Single Origin from Guji's Neja Fadil, Showcasing Traceability and Flavor

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Sur Coffee is proud to unveil its latest single origin offering, Guji Uruga Neja, a radiant and traceable Ethiopian coffee sourced from the highlands of the Guji Zone. Carefully cultivated and meticulously processed by producer Neja Fadil, this coffee reflects not only Ethiopia's unparalleled coffee legacy but also the next generation of quality and transparency emerging from the country's most promising regions.

As a brand rooted in the mission of doing as much good as possible from farm to cup, Sur Coffee is constantly on the lookout for producers and stories that match our values. In Guji Uruga Neja, we found both a distinctive flavor profile and a producer whose work uplifts his community. This new offering is a celebration of craft, culture, and connection—values that have long defined the Sur Coffee experience.

The coffee is sourced from the small village of Tobitu Tuta in Uruga Woreda, situated at an altitude of 2,150 meters above sea level. This exceptional elevation, paired with a cool climate and nutrient-rich soil, results in cherries that mature slowly, concentrating natural sugars and flavor complexity. The outcome is a profile that sings with vibrant citrus, floral aromatics, and a silky sweetness—qualities that make Ethiopian coffee so

highly regarded among specialty coffee lovers.

Neja Fadil, the producer behind this coffee, represents the kind of leadership and passion that inspires change. After beginning his career as a coffee collector working on commission, Neja built his own wet mill in 2017 and has since transformed it into a thriving hub that sources cherries from over 250 smallholder farmers. For this particular lot, 45 local farmers contributed to what is now being roasted fresh by Sur Coffee and served to customers both in-store and online.

Neja's commitment to excellence is evident in his processing method. Once the cherries are harvested by hand, they undergo a 36 to 48-hour fermentation period, followed by drying on raised beds for 9 to 10 days. This meticulous process not only enhances the clarity of the coffee's flavor but also upholds the integrity of each farmer's work. The result is a cup that's layered, bright, and endlessly drinkable.

But beyond taste, Guji Uruga Neja tells a larger story—one of community development, education, and the power of smallholder farmers when equipped with tools for success. Neja's work goes beyond production; he trains local farmers in sustainable agronomy and quality control, creating a ripple effect that elevates the entire region. His story, which includes a past as a local footballer, is as rich as the coffee he produces and speaks to the spirit of ambition that Sur Coffee is proud to champion.

This coffee also arrives at a moment when traceability in Ethiopian coffee is more important than ever. Historically, the country's unique export systems—ranging from the Ethiopian Commodity Exchange (ECX) to cooperative unions and private exporters—have made it difficult to trace a coffee's exact origin. The Guji Uruga Neja lot breaks through those barriers. Through a direct relationship with Neja's washing station, Sur Coffee can ensure full traceability from farm to roastery to cup. For consumers who care about where their coffee comes from and how it was produced, this level of transparency is both rare and meaningful.

Sur Coffee's commitment to sourcing high-quality, responsibly produced coffee continues with this new release. As with every Sur Coffee offering, Guji Uruga Neja is roasted daily in our San Clemente location to highlight its natural characteristics while maintaining freshness for every customer. Whether enjoyed as a pour-over in the café or brewed at home, this coffee promises to deliver a moment of clarity and connection.

Guji Uruga Neja by Neja Fadil is available now in 12oz bags for \$23 both in stores and online at surcoffee.com. With the warm season approaching, there's never been a better time to explore something new. This single origin is perfect for pour-over, drip, or cold brew, and it's a great companion for sunny days ahead.

Stay tuned—this is just the beginning. Sur Coffee has more exciting news brewing this summer, and we can't wait to share what's next.

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For more information about Sur Coffee - Huntington Beach, contact the company here: Sur Coffee - Huntington Beach
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Sur Coffee - Huntington Beach

Sur Coffee is a coastal specialty coffee shop and roastery in Huntington Beach, CA, offering expertly roasted coffee and handcrafted espresso drinks.

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